

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Currently Amended) A method ~~of prompting an audience member to enter an audience member identification into an audience meter~~ comprising:

determining a probability that ~~the~~ an audience member is in an audience of a ~~receiver~~ program being viewed at a first location;

adding the audience member to a log of audience members for the program when the probability is greater than a threshold;

prompting the audience member to enter ~~the~~ an audience member identification ~~if when the probability that the audience member is in the audience of the receiver is less than a~~ threshold; and

uploading the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations; ~~and~~;

~~suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.~~

2. (Currently Amended) ~~The~~ A method ~~of as defined in claim 1, further comprising wherein the suppression of prompting comprises:~~

~~if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered~~

the audience member identification;

~~———prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,~~

suppressing prompting of the audience member ~~if~~when the audience member has already entered the audience member identification.

3. (Currently Amended) ~~The~~A method ~~of as defined in claim 1, further comprising: wherein the method is executed only after the~~
~~———waiting for~~ passage of a predetermined amount of time from a previous prompting decision; ~~and~~
~~———determining a second probability that a second audience member is also in the audience of the program being viewed at the first location.~~

4. (Currently Amended) ~~The~~A method ~~as defined in of claim 3-1, further comprising determining the program being viewed at the first location, wherein the suppression of prompting comprises:~~
~~———if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;~~
~~———prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,~~
~~———suppressing prompting of the audience member if the audience member has already entered the audience member identification.~~

5. (Currently Amended) ~~The A method as defined in~~ of claim 1, further comprising:
~~_____initially prompting the audience member to enter the audience member~~
~~identification upon detection that the receiver has been turned on; and,~~
~~_____executing the method only after the passage of a predetermined amount of time~~
~~from the initial prompting.~~

6. (Currently Amended) ~~The A method as defined in~~ of claim 5-1, further comprising adding the audience member to the log of audience members for the program
when the audience member enters the audience member identification, ~~wherein the~~
~~suppression of prompting comprises:~~
~~_____if the probability that the audience member is in the audience of the receiver is~~
~~greater than the threshold, determining whether the audience member has already entered~~
~~the audience member identification;~~
~~_____prompting the audience member to enter the audience member identification if the~~
~~audience member has not already entered the audience member identification; and,~~
~~_____suppressing prompting of the audience member if the audience member has~~
~~already entered the audience member identification.~~

7. (Currently Amended) ~~The A method as defined in~~ of claim 1, ~~wherein~~
further comprising determining the probability that the audience member is in the
audience of the program being viewed at the first location ~~the determination of the~~
~~probability that the audience member is in an audience of the receiver comprises~~
~~determining the probability that the audience member is in an audience of the receiver~~

based upon a number of times that the audience member has ~~been in the audience of~~
~~the~~viewed one or more programs at the first location receiver during a corresponding day
part.

8. (Currently Amended) ~~The~~A method as defined in ~~of~~ claim 7, further
comprising determining the probability that the audience member is in the audience of
the program being viewed at the first location ~~wherein the determination of the~~
~~probability that the audience member is in an audience of the receiver comprises~~
~~determining the probability that the audience member is in an audience of the receiver~~
based upon ~~a~~the program being received viewed by the receiver at the first location
during the corresponding day part.

9. (Cancelled)

10. (Currently Amended) ~~The~~A method as defined in ~~of~~ claim ~~7-1~~, wherein
the log of audience members identifies one or more additional audience members of the
audience of the program, ~~wherein the method is executed only after the passage of a~~
~~predetermined amount of time from a previous prompting decision.~~

11. (Currently Amended) ~~The~~A method as defined in ~~of~~ claim ~~10-1~~, further
comprising
determining a second probability that a second audience member is in the
audience of the program being viewed at the first location;
adding the second audience member to the log of audience members for the
program when the probability is greater than the threshold; and

prompting the audience member to enter a second audience member identification when the probability is less than the threshold,~~wherein the suppression of prompting comprises:~~

~~—— if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;~~

~~—— prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,~~

~~—— suppressing prompting of the audience member if the audience member has already entered the audience member identification.~~

12. (Currently Amended) The A method as defined in of-claim 7-11, wherein the audience member is in the audience of the program during a first time interval, the second audience member is in the audience of the program during a second time interval, the second time interval at least partially overlapping the first time interval,~~further comprising:~~

~~—— initially prompting the audience member to enter the audience member identification upon detection that the receiver has been turned on; and,~~

~~—— executing the method only after the passage of a predetermined amount of time from the initial prompting.~~

13. (Currently Amended) A method as defined in of-claim 12-1, wherein adding the audience member to the log of audience members when the probability is greater than the threshold occurs without prompting the audience member,~~wherein the~~

~~suppression of prompting comprises:~~

~~—— if the probability that the audience member is in the audience of the receiver is greater than the threshold, determining whether the audience member has already entered the audience member identification;~~

~~—— prompting the audience member to enter the audience member identification if the audience member has not already entered the audience member identification; and,~~

~~—— suppressing prompting of the audience member if the audience member has already entered the audience member identification.~~

14. (Currently Amended) ~~The~~ A method as defined in ~~of claim 1,~~ further comprising:

storing audience identification data in tables;

collapsing the tables if the tables contain insufficient data to make a prompting decision.

15. (Currently Amended) ~~The~~ A method as defined in ~~of claim 14,~~ wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

16. (Currently Amended) A method as defined in ~~of claim 1,~~ wherein determining the probability that the audience member is in the audience of the program being viewed at the first location comprises ~~prompting an audience member to enter an audience member identification into an audience meter comprising:~~

determining a variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of a receiver~~ and a number of

times that the ~~receiver~~ audience measurement system was ~~turned on~~ active;

——— ~~prompting the audience member to enter the audience member identification if the variable is not greater than a threshold; and,~~

——— ~~suppressing prompting of the audience member if the variable is greater than the threshold.~~

17. (Currently Amended) ~~The A method as defined in~~ of claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member ~~was in an audience of the receiver~~ has viewed programs at the first location during a predetermined day part and a number of times that the receiver was turned on during the predetermined day part.

18. (Currently Amended) ~~The A method as defined in~~ of claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member ~~was in an audience of the receiver~~ has viewed programs at the first location during a predetermined day part over a predetermined amount of time and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time.

19. (Currently Amended) ~~The A method as defined in~~ of claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined amount of time and a number of times that the receiver was turned on during the predetermined amount of time.

20. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a predetermined day part and by a SID and a number of times that the receiver was turned on by the predetermined day part and by the SID.

21. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a predetermined day part over a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined day part over the predetermined amount of time and by the SID.

22. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined amount of time and by a SID and a number of times that the receiver was turned on during the predetermined amount of time and by the SID.

23. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 16, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a SID and a number of times that the receiver was turned on by the SID.

24. (Cancelled)
25. (Cancelled)
26. (Cancelled)
27. (Cancelled)
28. (Cancelled)
29. (Cancelled)
30. (Cancelled)
31. (Cancelled)
32. (Cancelled)
33. (Cancelled)
34. (Cancelled)
35. (Cancelled)
36. (Cancelled)
37. (Currently Amended) ~~The A method of as defined in claim 24-16,~~ further comprising storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

38. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 37, wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

39. (Cancelled)

40. (Cancelled)

41. (Currently Amended) The method of claim 16, further comprising ~~wherein~~ ~~the suppression of prompting comprises:~~

——— ~~if the variable is greater than the threshold, determining whether the variable is equal to a current persons count;~~

——— ~~prompting the audience member to enter the audience member identification if when the variable is not equal to the a current persons count and is greater than the threshold; and,~~

——— ~~suppressing prompting of the audience member if the variable is equal to the current persons count.~~

42. (Cancelled)

43. (Cancelled)

44. (Currently Amended) A method as defined in claim 1, wherein determining the probability that the audience member is in the audience of the program being viewed at the first location comprises ~~A method of prompting an audience member to enter an audience member identification into an audience meter comprising:~~

~~———prompting the audience member to enter the audience member identification at intermittent prompting occasions;~~

~~———at each prompting occasion, determining a likelihood based upon past audience composition and tuning habits that the audience member is in an audience of a receiver; and,~~

~~———suppressing prompting of the audience member if the determination made at a corresponding prompting occasion indicates that it is likely that the audience member is in the audience of the receiver.~~

45. (Cancelled)

46. (Currently Amended) ~~The~~ A method as defined in ~~of claim 45-44,~~ wherein the determination of ~~a~~ the likelihood probability comprises determining by day parts ~~the probability probabilities~~ that the audience member is in the audience ~~of a receiver.~~

47. (Currently Amended) ~~The~~ A method as defined in ~~of claim 45-44,~~ wherein the determination of a probability comprises determining by SID class ~~the probability probabilities~~ that the audience member is in the audience ~~of a receiver.~~

48. (Currently Amended) ~~The~~ A method as defined in ~~of claim 44,~~ wherein the determination of the likelihood comprises determining a variable as a function of a number of times that the audience member ~~was in an audience of a receiver~~ has viewed programs at the first location and a number of times that the ~~receiver audience measurement system~~ was turned on, and wherein the suppression of prompting comprises:

~~———prompting the audience member to enter the audience member identification if the variable is not greater than a threshold; and,~~

~~———suppressing prompting of the audience member if the variable is greater than the threshold.~~

49. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 48, wherein the determination of a variable comprises determining by day part the variable as a function of the number of times that the audience member ~~was in the audience of~~ has viewed programs at the receiver audience measurement system and the number of times that the audience measurement system ~~receiver~~ was turned on.

50. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 48, wherein the determination of a variable comprises determining by SID class the variable as a function of the number of times that the audience member has viewed programs at the first location ~~was in the audience of the receiver~~ and the number of times that an audience measurement system at the first location ~~the receiver~~ was turned on.

51. (Currently Amended) ~~The~~ A method ~~of~~ as defined in claim 48, further comprising prompting the audience member to enter the audience member identification when the variable is not equal to a current persons count and is greater than the threshold, ~~wherein the suppression of prompting of the audience member if the variable is greater than the threshold comprises:~~

~~———if the variable is greater than the threshold, determining whether the variable is equal to a current persons count;~~

~~———prompting the audience member to enter the audience member identification if the~~

~~variable is not equal to the current persons count; and,~~

~~—— suppressing prompting of the audience member if the variable is equal to the current persons count.~~

52. (Cancelled)

53. (Currently Amended) ~~The method of claim 44 wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the method further comprises varying the period T depending upon prior responses to the prompting.~~ A method as defined in claim 1, further comprising:

—— counting the audience members in the audience of the receiver to produce a count;

—— adding the audience member to the log of audience members for the program when the probability is greater than a threshold and the count is equal to a number of logged in audience members; and

—— prompting the audience member to enter an audience member identification when the probability is less than the threshold and the count is not equal to the number of logged in audience members.

54. (Currently Amended) A method as defined in claim 1, further comprising applying a heuristic to determine the probability that the audience member is in the audience of the program being viewed at the first location. ~~A method of prompting an audience member to enter an audience member identification into an audience meter comprising:~~

~~—— applying a heuristic to determine whether the audience member is in an audience of a receiver;~~

~~_____ counting the audience members in the audience of the receiver to produce a count;~~
~~_____ prompting the audience member to enter the audience member identification if the heuristic indicates that the audience member is not in the audience of the receiver and if the count is not equal a number of logged in audience members; and,~~
~~_____ suppressing prompting of the audience member if the heuristic indicates that the audience member is in the audience of the receiver and if the count is equal the number of logged in audience members.~~

55. (Currently Amended) ~~The~~ A method of as defined in claim 54, further comprising:

_____ counting the audience members in the audience of the receiver to produce a count;
_____ adding the audience member to the log of audience members for the program when the probability is greater than a threshold and the count is equal to a number of logged in audience members; and
_____ prompting the audience member to enter an audience member identification when the probability is less than the threshold and the count is not equal to the number of logged in audience members. ~~wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a probability that the audience member is in an audience of a receiver, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression~~

~~of prompting of the audience member comprises suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold and if the count is equal a number of logged in audience members.~~

56. (Currently Amended) ~~The~~ A method ~~of as defined in claim 55~~54, further comprising applying the heuristic ~~wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has been in the audience of the receiver~~viewed programs at the first location during a corresponding day part.

57. (Currently Amended) ~~The~~ A method ~~as defined in of claim 54,~~ wherein the application of a heuristic to determine whether the audience member is in an audience of a receiver comprises determining a variable as a function of a number of times that the audience member ~~was in an audience of a receiver~~has viewed programs at the first location and a number of times that ~~the~~ an audience measurement system at the first location ~~receiver was turned on, wherein the prompting of the audience member to enter the audience member identification comprises prompting the audience member to enter the audience member identification if the variable is not greater than a threshold and if the count is not equal a number of logged in audience members, and wherein the suppression of prompting of the audience member comprises suppressing prompting of the audience member if the variable is greater than the threshold and if the count is equal a number of logged in audience members.~~

58. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~in an audience of the receiver~~ during a predetermined day part and a number of times that ~~the~~ receiver ~~audience measurement system at the first location~~ was turned on during the predetermined day part.

59. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined day part over a predetermined amount of time and a number of times that ~~the~~ receiver ~~audience measurement system at the first location~~ was turned on during the predetermined day part over the predetermined amount of time.

60. (Currently Amended) ~~The~~ A method as defined in ~~of~~ claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined amount of time and a number of times that ~~the~~ receiver ~~audience measurement system at the first location~~ was turned on during the predetermined amount of time.

61. (Currently Amended) as defined in ~~The~~ method as defined in ~~of~~ claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location

~~was in an audience of the receiver~~ by a predetermined day part and by a SID and a number of times that ~~the~~an receiver audience measurement system at the first location was turned on by the predetermined day part and by the SID.

62. (Currently Amended) ~~The~~A method ~~as defined in~~of claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a predetermined day part over a predetermined amount of time and by a SID and a number of times that ~~the~~an receiver audience measurement system at the first location was turned on during the predetermined day part over the predetermined amount of time and by the SID.

63. (Currently Amended) ~~The~~A method ~~as defined in~~of claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined amount of time and by a SID and a number of times that ~~the~~an receiver audience measurement system at the first location was turned on during the predetermined amount of time and by the SID.

64. (Currently Amended) ~~The~~A method ~~as defined in~~of claim 57, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a SID and a number of times that ~~the~~an receiver audience measurement system at the first location was turned on by the SID.

65. (Cancelled)

66. (Cancelled)

67. (Currently Amended) ~~The~~ A method of as defined in claim 54, further comprising storing audience identification data in tables; collapsing the tables if the tables contain insufficient data to make a prompting decision.

68. (Currently Amended) A method as defined in claim 1, further comprising determining the probability that the audience member is in the audience of the program being viewed at the first location based upon~~A method of prompting an audience member to enter an audience member identification into an audience meter comprising;~~
~~———determining a probability that the audience member is in an audience of a receiver based upon both tuning history and tuning style;~~
~~———prompting the audience member to enter the audience member identification if the probability that the audience member is in the audience of the receiver is less than a threshold; and,~~
~~———suppressing prompting of the audience member if the probability that the audience member is in the audience of the receiver is greater than the threshold.~~

69. (Currently Amended) ~~The~~ A method of as defined in claim 68, wherein the tuning style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

70. (Cancelled)

71. (Cancelled)

72. (Cancelled)

73. (Cancelled)

74. (Cancelled)

75. (Currently Amended) ~~The~~ A method of as defined in claim 68, wherein the determination of the probability that the audience member is in an audience of the receiver comprises determining the probability that the audience member is in an audience of the receiver based upon a number of times that the audience member has ~~been in the audience of the receiver~~ viewed programs at the first location during a corresponding day part.

76. (Currently Amended) ~~The~~ A method of as defined in claim 68, further comprising:
storing audience identification data in tables;
collapsing the tables if the tables contain insufficient data to make a prompting decision.

77. (Currently Amended) A method as defined in claim 1, further comprising:
determining the probability that the audience member is in the audience of the
program being viewed at the first location based upon a tuning style; A method of
~~prompting an audience member to enter an audience member identification into an~~
~~audience meter comprising:~~

determining a variable as a function of a number of times that the audience member ~~was in an audience of a receiver~~has viewed programs at the first location and a number of times that ~~the~~an receiver-audience measurement system at the first location was turned on; and

~~—determining a probability that the audience member is in an audience of a receiver based upon tuning style;~~

prompting the audience member to enter the audience member identification if the variable is not greater than a ~~first~~second threshold and if the probability is not greater than ~~a~~the second threshold; and,

~~—suppressing prompting of the audience member if the variable is greater than the threshold and if the probability is greater than a second threshold.~~

78. (Currently Amended) ~~The~~A method ~~of as defined in~~ claim 77, wherein the tuning style comprises at least one of tuning velocity, tuning acceleration, tuning velocity and tuning acceleration, or program clustering.

79. (Cancelled)

80. (Cancelled)

81. (Cancelled)

82. (Currently Amended) ~~The~~A method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member ~~was in an audience of the receiver~~has viewed programs at the first location during a predetermined day part and a number of times that

~~the an receiver~~ audience measurement system at the first location was turned on during the predetermined day part.

83. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined day part over a predetermined amount of time and a number of times that ~~the ab~~ audience measurement system at the first location ~~receiver~~ was turned on during the predetermined day part over the predetermined amount of time.

84. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ during a predetermined amount of time and a number of times that ~~the ab~~ audience measurement system at the first location ~~receiver~~ was turned on during the predetermined amount of time.

85. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a predetermined day part and by a SID and a number of times that ~~the an~~ audience measurement system at the first location ~~receiver~~ was turned on by the predetermined day part and by the SID.

86. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a predetermined day part over a predetermined amount of time and by a SID and a number of times that ~~the~~ ab audience measurement system receiver at the first location was turned on during the predetermined day part over the predetermined amount of time and by the SID.

87. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~in an audience of the receiver~~ during a predetermined amount of time and by a SID and a number of times that ~~the~~ ab audience measurement system at the first location receiver was turned on during the predetermined amount of time and by the SID.

88. (Currently Amended) ~~The A~~ method as defined in ~~of~~ claim 77, wherein the determination of a variable comprises determining the variable as a function of a number of times that the audience member has viewed programs at the first location ~~was in an audience of the receiver~~ by a SID and a number of times that ~~the~~ an audience measurement system at the first location receiver was turned on by the SID.

89. (Cancelled) The method of claim 77 wherein the method is executed only after the passage of a predetermined amount of time from a previous prompting decision.

90. (Cancelled) The method of claim 77 further comprising:
initially prompting the audience member to enter the audience member
identification upon detection that the receiver has been turned on; and,
executing the method only after the passage of a predetermined amount of time
from the initial prompting.

91. (Currently Amended) An article of manufacture storing machine readable
instructions which, when executed, cause a machine to:

determine a variable representative of a likelihood an audience member is present
in an audience of a ~~receiver~~program being viewed at a first location;

add the audience member to a log of audience members for the program when the
probability is greater than a threshold;

prompt the audience member to enter an audience member identification if the
representative variable is not greater than a threshold; and

upload the log of audience members to a data collection server, the data collection
server to receive one or more logs of audience members from one or more additional
locations.

~~suppress prompting of the audience member if the representative value is greater
than the threshold.~~

92. (Currently Amended) An article of manufacture as defined in claim 91
wherein the machine readable instructions cause the machine to determine the variable
representative of the likelihood the audience member is present in the audience of the

program~~receiver~~ by computing a probability the audience member is present in the audience.

93. (Currently Amended) An article of manufacture as defined in claim 92 wherein the probability is computed based upon a number of times that the audience member has ~~been in the audience of the receiver~~viewed programs at the first location during a corresponding day part.

94. (Cancelled)

95. (Cancelled)

96. (Currently Amended) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based on a number of times that the audience member ~~was~~has historically ~~in the audience of the receiver~~viewed programs at the first location.

97. (Currently Amended) An article of manufacture as defined in claim 96, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based on a number of times that ~~the~~an receiver audience measurement system at the first location has been turned on.

98. (Previously Presented) An article of manufacture as defined in claim 96,
wherein the machine readable instructions cause the machine to suppress prompting of
the audience member if the variable is substantially equal to a current persons count.

99. (Currently Amended) An article of manufacture as defined in claim 96,
wherein the number of times that the audience member was historically in the audience of
~~the~~at receiver~~first location~~ and the number of times that ~~the~~an receiver~~audience~~
measurement system at the first location has been turned on are referenced to a
predetermined day part.

100. (Currently Amended) An article of manufacture as defined in claim 96,
wherein the number of times that the audience member was historically in the audience of
~~the~~at receiver~~the first location~~ and the number of times that ~~the~~an receiver~~audience~~
measurement system at the first location has been turned on are referenced to a
predetermined source identification (SID) code.

101. (Currently Amended) An article of manufacture as defined in claim 96,
wherein the machine readable instructions cause the machine to determine the variable
representative of the likelihood the audience member is present in the audience of the
~~receiver~~program based upon at least one of tuning style or tuning patterns.

102. (Cancelled)

103. (Currently Amended) An article of manufacture as defined in claim 91,
wherein the machine readable instructions cause the machine to determine the variable

representative of the likelihood the audience member is present in the audience of the ~~receiver~~ program using a heuristic.

104. (Currently Amended) An article of manufacture as defined in claim 103, wherein the heuristic utilizes at least one of: a number of times that the audience member has ~~been in the audience~~ viewed programs at the first location; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that ~~the~~ an receiver-audience measurement system at the first location is turned on; or whether the audience member is logged in.

105. (Currently Amended) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the ~~audience~~ program of the receiver based upon tuning style.

106. (Currently Amended) An article of manufacture as defined in claim 105, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the ~~audience~~ program of the receiver based o tuning history.

107. (Currently Amended) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to determine the variable representative of the likelihood the audience member is present in the audience of the

~~receiver program~~ by computing a likelihood based upon past audience composition and tuning habits.

108. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to suppress prompting of the audience member if the audience member has already entered the audience member identification.

109. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to wait a pre-determined amount of time between prompting decisions.

110. (Currently Amended) An article of manufacture as defined in claim 109, wherein the machine readable instructions cause the machine to initially prompt the audience member to enter the audience member identification upon a detection that ~~the an~~ receiver audience measurement system at the first location has been turned on.

111. (Currently Amended) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to prompt or ~~suppress~~ add the audience member to the log of audience members ~~the prompting~~ at intermittent prompting occasions.

112. (Previously Presented) An article of manufacture as defined in claim 111 wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the period T varies depending upon prior responses to the prompting.

113. (Currently Amended) An article of manufacture as defined in claim 91, wherein the machine readable instructions cause the machine to:

count the audience members in the audience of the ~~receiver~~ program to produce a count;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

add the audience member to a log of audience members for the program when the probability is greater than a threshold ~~suppress prompting of the audience member~~ if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

114. (Previously Presented) An article of manufacture as defined in claim 91 wherein the machine readable instructions cause the machine to:

store audience identification data in tables; and

collapse the tables if the tables contain insufficient data to make a prompting decision.

115. (Previously Presented) An article of manufacture as defined in claim 114 wherein the collapsing of the tables is weighted depending upon age of the audience member identification data.

116. (Currently Amended) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a variable representative of a likelihood an audience member is present in an audience of a ~~receiver~~program being viewed at a first location;

prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold; and

add the audience member to a log of audience members for the program when
~~suppress prompting of the audience member if the representative value is greater than the~~
threshold; and

upload the log of audience members to a data collection server, the data collection server to receive one or locations.

117. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program by computing a probability the audience member is present in the audience.

118. (Currently Amended) An apparatus as defined in claim 117, wherein the probability is computed based upon a number of times that the audience member has been in ~~the an~~ audience of ~~the at~~ receiver first location during a corresponding day part.

119. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based on a number of times that the audience member was historically in ~~the an~~ audience of ~~at~~ the receiver first location.

120. (Currently Amended) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based on a number of times that ~~the~~an receiver audience measurement system at the first location has been turned on.

121. (Previously Presented) An apparatus as defined in claim 119, wherein the processor is programmed to suppress prompting of the audience member if the variable is substantially equal to a current persons count.

122. (Currently Amended) An apparatus as defined in claim 119, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based upon at least one of tuning style or tuning patterns.

123. (Cancelled)

124. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program using a heuristic.

125. (Currently Amended) An apparatus as defined in claim 124, wherein the heuristic utilizes at least one of: a number of times that the audience member has been in ~~the audience~~an audience at the first location; a count of audience members; a number of logged in audience members; a predetermined day part; a predetermined program; a predetermined source identification (SID) code; a number of times that ~~the~~an receiver

audience measurement system at the first location is turned on; or whether the audience member is logged in.

126. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program based upon tuning style.

127. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to determine the variable representative of the likelihood the audience member is present in the audience of the ~~receiver~~program by computing a likelihood based upon audience composition and tuning habits.

128. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to suppress prompting of the audience member if the audience member has already entered the audience member identification.

129. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to wait a pre-determined amount of time between prompting decisions.

130. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to prompt or suppress the prompting at intermittent prompting occasions.

131. (Previously Presented) An apparatus as defined in claim 130, wherein the intermittent prompting occasions are nominally separated from one another by a period T, and wherein the period T varies depending upon prior responses to the prompting.

132. (Currently Amended) An apparatus as defined in claim 116, wherein the processor is programmed to:

count the audience members in the audience of the receiver to produce a count;
prompt the audience member to enter an audience member identification if the representative variable is not greater than a threshold and if the count is not equal to a number of logged in audience members; and

add the audience member to a log of audience members for the program ~~suppress prompting of the audience member~~ if the representative value is greater than the threshold and if the count is equal to the number of logged in audience members.

133. (Previously Presented) An apparatus as defined in claim 116, wherein the processor is programmed to:

store audience identification data in tables; and
collapse the tables if the tables contain insufficient data to make a prompting decision.

134. (Currently Amended) A method ~~of distinguishing audience members comprising~~ as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording data indicative of historical tuning behavior for ~~an individual~~ the person;
recording data indicative of current tuning behavior; and

~~determining if the individual is present in an audience by~~ comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

135. (Previously Presented) A method as defined in claim 134, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

136. (Previously Presented) A method as defined in claim 134, wherein recording the data indicative of historical tuning behavior comprises periodically prompting for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

137. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts increase over time.

138. (Previously Presented) A method as defined in claim 136, wherein periods of time between periodic prompts depends upon distinctiveness of the recorded data.

139. (Currently Amended) An article of manufacture as defined in claim 184, wherein the storing machine readable instructions ~~which, when executed,~~ cause athe machine to determine the probability that the person is in the audience by:

recording data indicative of historical tuning behavior for ~~an individual~~ the person;
recording data indicative of current tuning behavior; and
~~determine if the individual is present in an audience by~~ comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

140. (Previously Presented) An article of manufacture as defined in claim 139, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

141. (Previously Presented) An article of manufacture as defined in claim 139, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

142. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

143. (Previously Presented) An article of manufacture as defined in claim 141, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

144. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by comprising:

——— a memory; and

——— a processor coupled to the memory and programmed to:

recording data indicative of historical tuning behavior for ~~an individual~~ the person;

recording data indicative of current tuning behavior; and

~~determine if the individual is present in an audience by~~ comparing the data indicative of current tuning behavior to the data indicative of historical tuning behavior.

145. (Previously Presented) An apparatus as defined in claim 144, wherein the data indicative of historical tuning behavior comprises at least one of tuning velocity, tuning acceleration, channel clusters, pauses in tuning, subsets of programs tuned, duration of programs viewed, receivers viewed, or times of day.

146. (Previously Presented) An apparatus as defined in claim 144, wherein the processor is programmed to periodically prompt for an audience member identification to associate the data indicative of historical tuning behavior with the individual.

147. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

148. (Previously Presented) An apparatus as defined in claim 146, wherein the processor is programmed to adjust periods of time between periodic prompts based on distinctiveness of the recorded data.

149. (Currently Amended) A method ~~of distinguishing audience members~~ comprising as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

recording a first set of data associated with ~~a first audience member~~ the person;
recording a second set of data associated with a second ~~audience member~~ person;
and

~~identifying a presence of the first audience member or the second audience member by~~ comparing a recent set of audience inputs to the first and second sets of data.

150. (Previously Presented) A method as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data uses at least one statistical difference between the first and second sets of data.

151. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein comparing the recent set of audience inputs to the first and second sets of data comprises comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data .

152. (Previously Presented) A method of distinguishing audience members as defined in claim 149, wherein recording the set of data associated with the individual comprises periodically prompting for an audience member identification to associate recorded data with the audience member.

153. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts increases over time.

154. (Previously Presented) A method of distinguishing audience members as defined in claim 152, wherein periods of time between periodic prompts depends upon statistical distinctiveness between the first and the second sets of data.

155. (Currently Amended) An article of manufacture as defined in claim 184, wherein the ~~storing~~ machine readable instructions ~~which, when executed,~~ cause at the machine to determine the probability that the person is in the audience by:

~~recording~~ recording a first set of data associated with ~~a first audience member~~ the person;
 ~~recording~~ recording a second set of data associated with a second ~~audience member~~ person;
and

~~identify a presence of the first audience member or the second audience member~~
~~by~~ comparing a recent set of audience inputs to the first and second sets of data.

156. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by using at least one statistical difference between the first and second sets of data.

157. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first or second set of data.

158. (Previously Presented) An article of manufacture as defined in claim 155, wherein the machine readable instructions cause the machine to periodically prompt for an audience member identification to associate recorded data with the audience member.

159. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to sequentially increase periods of time between periodic prompts.

160. (Previously Presented) An article of manufacture as defined in claim 158, wherein the machine readable instructions cause the machine to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

161. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience
by comprising:

—— a memory; and

—— a processor coupled to the memory and programmed to:

recording a first set of data associated with a ~~first audience member~~ the person;

recording a second set of data associated with a second ~~audience member~~ person;

and

comparing a recent set of audience inputs to the first and second sets of data.

162. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and

second sets of data by using at least one statistical difference between the first and second sets of data.

163. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to compare the recent set of audience inputs to the first and second sets of data by comparing at least one of average rate of channel changing, instantaneous rate of channel changing, acceleration of channel changing, subsets of channel viewed, duration of channel viewing, time of day, or direction of channel changing for the recent set of audience inputs to at least one of the first and second set of data.

164. (Previously Presented) An apparatus as defined in claim 161, wherein the processor is programmed to periodically prompt for an audience member identification to associate recorded data with the audience member.

165. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to sequentially increase periods of time between periodic prompts.

166. (Previously Presented) An apparatus as defined in claim 164, wherein the processor is programmed to adjust periods of time between periodic prompts based on statistical distinctiveness between the first and the second sets of data.

167. (Currently Amended) A method of identifying a presence of an individual in an audience comprising as defined in claim 182, wherein determining the probability that the person is in the audience comprises:

detecting a series of tuning events;
recording a series of time intervals corresponding to time elapsed between
sequential pairs of the tuning events; and
~~identifying the individual causing~~comparing the tuning events ~~based on~~to the
series of time intervals.

168. (Previously Presented) A method as defined in 167, wherein identifying
the individual comprises:

comparing the series of time intervals to a historical record of time intervals
between tuning events associated with a plurality of individuals; and
identifying the individual causing the tuning events based on the comparison.

169. (Previously Presented) A method as defined in 167 further comprising at
least one of:

recording a series of channels or program identifiers associated with respective
ones of the series of tuning events; or
recording a series of time references associated with respective ones of the series
of tuning events.

170. (Previously Presented) A method as defined in 169, wherein identifying
the individual comprises:

comparing the series of time intervals to a historical record of time intervals
between tuning events associated with a plurality of individuals;
comparing the series of channels or program identifiers to a historical record of

tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

171. (Previously Presented) A method as defined in 169, wherein identifying the individual comprises:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and

identifying the individual causing the tuning events based on the comparisons.

172. (Currently Amended) An article of manufacture as defined in claim 184, wherein the ~~storing~~ machine readable instructions ~~which, when executed,~~ cause ~~at~~ the machine to determine the probability that the person is in the audience by:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; ~~and~~

~~identify an individual causing~~ comparing the tuning events ~~based onto~~ the series of time intervals.

173. (Previously Presented) An article of manufacture as defined in 172, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals

between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

174. (Previously Presented) An article of manufacture as defined in 172 wherein the machine readable instructions cause the machine to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

175. (Previously Presented) An article of manufacture as defined in 174, wherein the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

176. (Previously Presented) An article of manufacture as defined in 174, the machine readable instructions cause the machine to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times;

and

identifying the individual causing the tuning events based on the comparisons.

177. (Currently Amended) An apparatus as defined in claim 186, wherein the processor is programmed to determine the probability that the person is in the audience by comprising:

—— a memory; and

—— a processor coupled to the memory and programmed to:

detecting a series of tuning events;

recording a series of time intervals corresponding to time elapsed between sequential pairs of the tuning events; and

~~identify an individual causing~~ comparing the tuning events ~~based onto~~ the series of time intervals.

178. (Previously Presented) An apparatus as defined in 177, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals; and

identifying the individual causing the tuning events based on the comparison.

179. (Previously Presented) An apparatus as defined in 177 wherein the processor is programmed to perform at least one of:

recording a series of channels or program identifiers associated with respective ones of the series of tuning events; or

recording a series of time references associated with respective ones of the series of tuning events.

180. (Previously Presented) An apparatus as defined in 179, wherein the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of channels or program identifiers to a historical record of tuned channels or programs; and

identifying the individual causing the tuning events based on the comparisons.

181. (Previously Presented) An apparatus as defined in 179, the processor is programmed to identify the individual by:

comparing the series of time intervals to a historical record of time intervals between tuning events associated with a plurality of individuals;

comparing the series of time references to a historical record of viewing times; and

identifying the individual causing the tuning events based on the comparisons.

182. (Currently Amended) A method comprising:

determining a count of audience members of a program being viewed at a first location-receiver;

determining a probability that an unidentified person is in the audience of the program if when the count is different from a number of ~~logged-in~~ audience members recorded in a log of audience members for the program; and

selectively providing a prompt for an audience identification based on the probability; and

uploading the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

183. (Previously Presented) A method as defined in claim 182, wherein selectively providing the prompt for the audience identification based on the probability comprises:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

184. (Currently Amended) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a count of audience members of a program being viewed at a first location ~~receiver~~;

determine a probability that an unidentified person is in the audience of the program ~~if when~~ the count is different from a number of audience members recorded in a log of audience members for the program ~~logged in audience members~~; and

selectively provide a prompt for an audience identification based on the probability; and

upload the log of audience members to a data collection server, the data collection server to receive one or more logs of audience members from one or more additional locations.

185. (Previously Presented) An article of manufacture as defined in claim 184, wherein the machine readable instructions cause the machine to selectively provide the prompt for the audience identification based on the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

186. (Currently Amended) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a count of audience members of a program being viewed at a first location-receiver;

determine a probability that an unidentified person is in ~~the~~ an audience of the program when ~~if~~ the count is different from a number of audience members recorded in a log of audience members for the program ~~logged in audience members;~~ and

selectively provide a prompt for an audience identification based on the probability; and

upload the log of audience members to a data collection server, the data

collection server to receive one or more logs of audience members from one or more additional locations.

187. (Previously Presented) An apparatus as defined in claim 186, wherein the processor is programmed to selectively provide the prompt for the audience identification based on the probability by:

comparing the probability to a threshold;

providing the prompt for the audience identification if the probability does not exceed the threshold; and

logging the person in as a member of the audience if the probability exceeds the threshold.

188. (Currently Amended) A method comprising:

determining a first probability that a first audience member is in an audience ~~of at~~ an audience measurement system a first location;

determining a second probability that a second audience member is in the audience of the audience measurement system;

logging-in the first audience member with a first audience identification based on the first probability; and

selectively providing a prompt for a second audience identification based on the second probability; and

logging-in the second audience member based on the second audience identification, wherein the first and the second audience members may be logged into the audience of at the audience measurement system first location at the same time.

189. (Previously Presented) A method as defined in claim 188 wherein selectively providing the prompt for the second audience identification based on the second probability comprises:

comparing the second probability to a threshold;
providing the prompt for the second audience identification if the probability does not exceed the threshold; and
logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

190. (Currently Amended) An article of manufacture storing machine readable instructions which, when executed, cause a machine to:

determine a first probability that a first audience member is in an audience of a receiver;
determine a second probability that a second audience member is in the audience of the receiver;
log-in the first audience member with a first audience identification based on the first probability; and
selectively provide a prompt for a second audience identification based on the second probability; and
log-in the second audience member based on the second audience identification,
wherein the first and the second audience members may be logged into the audience of the receiver at the same time.

191. (Previously Presented) An article of manufacture as defined in claim 190, wherein the machine readable instructions cause the machine to selectively provide the prompt for the second audience identification based on the second probability by:

comparing the second probability to a threshold;

providing the prompt for the second audience identification if the probability does not exceed the threshold; and

logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.

192. (Currently Amended) An apparatus comprising:

a memory; and

a processor coupled to the memory and programmed to:

determine a first probability that a first audience member is in an audience of a receiver;

determine a second probability that a second audience member is in the audience of the receiver;

log-in the first audience member with a first audience identification based on the first probability; and

selectively provide a prompt for a second audience identification based on the second probability; and

logging-in the second audience member based on the second audience identification, wherein the first and the second audience members may be logged into the audience of the receiver at the same time.

193. (Previously Presented) An apparatus as defined in claim 192, wherein the processor is programmed to selectively provide the prompt for the second audience identification based on the second probability by:

- comparing the second probability to a threshold;
- providing the prompt for the second audience identification if the probability does not exceed the threshold; and
- logging-in the second audience member as a member of the audience if the second probability exceeds the threshold.